

reWINE

Reutilització d'ampolles de vidre al
sector vitivinícola del sud d'Europa

Consumer insights report

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Glass bottles reuse in southern Europe wine sector

LIFE Environment and Resource Efficiency project application

Start date of project: 01/09/2016 Duration: 52 months

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Consumer insights report

Description

This step allowed us to list barriers at the consumer level and also desirability as well as potential solutions for wine bottle reuse in order to implement them in the implementation actions B3 Preparation of the pilot project and B4 Pilot project. This project identifies consumer perception and behaviour as one of the main leverage points of the system. This preliminary study, based on quantitative and qualitative ethnographic research will try to gain understanding about user's perception, both product and system level, in order to increase motivations and soften barriers.

Research at this phase has focused on the bottle return system and the customer motivations and incentives for returning pilot wine glass bottles.

This action has taken place in Barcelona from February to April 2017, and developed by Fundació Prevenció de Residus i Consum (FPRC).

Methodology

The following methods have been applied:

- Designing an interview addressed to associations of consumers. The interview has structured in two parts: advantages and disadvantages of reusable wine bottles, management and aplicability of the reusable wine bottles.
- A database of associations of consumers at regional (Catalonia) and national (Spain) level has been created. The main consumer's associations at a regional and national level, such as CECU, has been collected. The database has been collected in excel® format and accomplishing the Data protection law according to Agencia Española de Protección de Datos that belongs to the Spanish Ministry.

The data included in this database is: email address, telephone, postal address, contact person & website.

This database is property of FPRC, according to the Data protection law. The information compiled has been shared with all the partners involved in the project, and will be for internal use, exclusively for the reWINE project.

- The organizations identified were contacted by phone and e-mail, and invited to do the interview to provide their opinion on wine bottle reuse in Catalonia.
- Conducting interviews to associations of consumers, through visits and phone calls.
- Exploitation of results of the interviews.

Results

17 organizations of consumers were identified and targeted (9 in the Catalan scope and 8 in the Spanish scope), some of them are members of the Council of the Catalan Agency of Consumption. Some of these organizations work on general issues, others are specialised in food, household consumption, families and even conscious consumption. Some are organisations at first level (most of them associations), while others are organisations of second level (such as federations).

They were contacted, and 4 of them responded the interview: 2 work in the Catalan territory and are specialised in food or conscious consumption, while the other 2 work in the whole Spanish territory on general issues of consumption.

Based on these 4 interviews, we have concluded the following issues.

- All the organisations agree that the main advantages of the reusable wine bottle for consumers are related to the environment, personal satisfaction and pride.

In addition, most of the organisations (3/4) consider that the appearance of the bottle would be an advantage for the consumers because it might be seen as a well-regarded element indicating a good practice.

Unanimously, the bottle's hygienic conditions is not seen as a disadvantage as they would have to pass quality controls before being commercialised, as any other product.

Regarding the bottle resistance, there is disparity of opinions. Although some organisations think the reusable bottles will be resistant enough, others believe it is likely that they will become more brittle.

The identification of reusable bottles versus the non-reusable bottles, is seen as an advantage by all the organizations as long as it goes together with a marketing campaign reinforcing their added-value.

In regards to the creation of new jobs with the introduction of a bottles reuse system, different opinions have been detected. Half of the consumer's associations consider that some consumers might think that throwing the bottles away or recycling them would generate more jobs as new bottles would have to be produced. However, another organisation believes it would be an opportunity to create new job positions whereas the last group values it as a factor that would not be affected (the jobs created by the reuse system would be equal to the ones lost in the recycling process).

- The contacted consumers associations believe, in a generalized manner that the main disadvantages for consumers are related with logistics (inconvenience of storing and sorting bottles at home, return them for reuse), the low environmental consciousness among many consumers, as well as the misunderstanding on reuse (many people don't know the difference between reuse and recycling).

In order to succeed in promoting wine bottle reuse among consumers, the consumers organizations have pointed out some possible solutions to the disadvantages identified. The reuse of wine bottles proposed should:

- Be easy for consumers
- Include economic incentives for consumers
- Provide effective information and motivating communication campaign (convincing consumers that their effort returning bottles generates good results).

- Some organizations think that many people would consume and return wine bottles for reuse, while other organizations think that not many people would do it.

- Regarding the incentives for promoting the return of reusable wine bottles among consumers, several systems have been suggested:

- Discount on purchase

- Loyalty cards (consumer would get one wine bottle free when returning a certain amount of empty reusable wine bottles)
- Economic deposit (in a deposit-refund system for the glass bottle, when returning the empty bottle the consumer gets back the Euro cents left in the purchase)
- Bonus on taxes (discount on some public tax such as the waste collection tax or the waste treatment tax)
- Incentive linked to a social cause
- Gamification
- Raffles (such as enologic sightseeing)

Discount on purchase and loyalty cards (limited to older than 18 aged) were considered for all organizations interviewed as the best incentives.

- Different points of consumption or return of reusable wine bottles have been assessed:

- Food and beverage retailers
- Restaurants
- Household waste recycling centres
- Directly to wineries

The organizations noted that food and beverage retailers would be the most successful for consumers.

- All organizations agree that most of the consumers are likely to be in favour of the promotion of reusable wine bottles by the Public Administrations.

- Finally, all organizations' have a very positive about the Rewine project.

Annex

Annex 1. Consumers organisation consulted

Organization
Acpb. Associació de Consumidors de La Provincia de Barcelona
Cooperativa Opcions
Consum Social Català
Consum Català. Associació Catalana de Consumidors
Cus: Salut, Consum i Alimentació
Facua - Associació de Consumidors En Acció de Catalunya
Fccuc - Federació de Cooperatives de Consumidors i Usuaris de Catalunya
Unae Catalunya. Federació Unió Cívica de Consumidors i Mestresses de Casa de Catalunya
Unió de Consumidors de Catalunya (UCC)
ASGECO – Asociación General de Consumidores
CECU - Confederación de Consumidores y Usuarios
CER- Consumidores en Red
FACUA - Asociación de Consumidores y Usuarios en Acción
FUCI – Federación de Usuarios Consumidores Independientes
HISPACOOP - Confederación española de Cooperativas de Consumidores y Usuarios
UNAE - Unión Cívica Nacional de Consumidores y Amas de Casa (Federación)
UNAF - Unión de Asociaciones Familiares

Annex 2. Consumers itinerary

An environmental study is underway to promote the reuse of wine bottles in Catalonia and analyze different aspects (technical, environmental, social, economic....). This initiative is promoted by *Rezero, el Parc de Recerca UAB, Inèdit, l'Agència de Residus de Catalunya*, the washing plant *Q-3*, and Catalan wineries as *Cooperativa Falset Marçà*.

With the aim of analyzing the different sectors involved, we appreciate your collaboration and your opinion about next questions (It will only take 30 minutes)

The re-use of wine bottles consists in washing, refilling and selling the bottles on a local and regional distribution scale (not for wine to be exported).

Consumed bottles can be collected through different circuits such as the alimentation and beverage commerce's, restaurants, municipal household recycling centers, etc.

In Catalonia 14 million bottles of cava are already being reused every year, washed up in a wash plant located in Sant Sadurní d'Anoia.

ADVANTAGES AND DISADVANTAGES

- Which are the main advantages about wine consumption in reusable bottles? (Reusable bottles of cava or any other reusable bottles)
- And the main disadvantages? (According to you, which complains may appear with reusable bottles?)

How do you think consumers value each of the below items: as an advantage, a disadvantage, it wouldn't affect/ it would not be affected.- *In case of doubt considering an item as an advantage or disadvantage, please indicate the option that will have more weight on your decision to implement reusable bottles-*

	Advantage	Disadvantage	It wouldn't affect/it would not be affected
Bottles appearance			
Bottle's hygienic conditions			
Bottles resistance			
Identification of reusable bottle vs. no reusable bottles			
Storage and classification of bottles at home			
Return to the commerce, waste recycling center or winery			
Bottles cost			
Social Corporation responsibility and environmental sustainability			
Added value of reusable bottles			
Occupation (jobs)			

- ¿Do you consider that there is any other relevant advantage out of the list?
- Among the consumers would there be any specific issue of conflict about the wine reusable bottles?
- Which would be the possible solutions about the principal disadvantages detected?

Reuse management and reusable bottle's applicability

- Among the consumers (Society at large), would it be a good welcome of wine refilled in reused bottles?
- Do you think consumers would return bottles to get them back into circulation?
- How do you value the next incentives to promote consumers to return reusable bottles of wine

	Good promotion	Unpropitious promotion
Loyalty card (Consumer would receive one plenty bottle of wine returning a certain number of empty bottles of wine).		
Discount when buying		
A deposit-refund system (DRS). DRS is a surcharge on wine bottle when purchased and a rebate when the empty bottle is returned		
Tax refund (discount of any public tax as waste collection or waste treatment)		
Committed to a social cause (as bottle caps, where people collect and donate to social contribution).		
Gamification		

- May any other incentive work?
- Which are the incentives that are working better/ generate fewer problems for users
- Which collection point do you think would have more success?

Directly to the winemaker or winery
Food and drink trade (shop, supermarket, specialized wine cellar)
Restaurant
Household waste recycling center.

- Do you think that the promotion of re-use wine bottles by the administration would be positively viewed?
- ¿Could be possible to create other system of re-use for any other beverage?
- ¿How do you value the initiative of Rewine?
- Within consumers association, would be good predisposition to help in awareness campaigns about re-use wine bottles? Or is it a topic where you prefer not to get involved? If not, why?